

# User Experience (UX)

Prof Miller

# Usability

- When thinking about usability, you have to consider user experience.
- The following slides are shamelessly stolen from a presentation given by Whitney Hess, an *Experience Designer* in NYC.
- Whitney's fantastic guide to becoming a UX designer: <http://whitneyhess.com/blog/2009/06/30/so-you-wanna-be-a-user-experience-designer-step-1-resources/>

# Principles of Experience Design

1. Stay out of people's way.
2. Create a hierarchy that matches people's needs.
3. Limit distractions.
4. Provide strong information scent.
5. Provide signposts and cues.
6. Provide context.
7. Use constraints appropriately.
8. Make actions reversible.
9. Provide feedback.
10. Make a good first impression.



**1. Stay out of people's way**



get in, get out, get going.

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# 1. Stay out of people's way

YOU MUST PRESS THE "AA" LINE  
TO DIAL WITHIN AMERICAN AIRLINES

How do we CALL

agents

MIA  
GATE C9

FLIGHT ATTENDANT

Dialing Instructions:  
1) Use "AA" line  
2) Dial four digit #  
3) For ICS: dial 8 + 7-digit #

Catering	7792
Cabin Service	3371 / 7921
FLT SVC - MOD	2488
FLT SVC - FYI	4888 ext. 2
MIA OPERATIONS (OPS)	7973 / 8799
Crew Scheduling (Dial 9 first)	1-800-867-2138
Web / Forms / Movies	9930 / 9937 / 9933
Gate Agent	1987 / 1562

PILOTS

Dialing Instructions:  
1) Use "AA" line  
2) Dial four digit #  
3) For ICS: dial 8 + 7-digit #

Flight Department	1300
Pilot Weather Desk	1210 / 1342
MIA OPS	7973

AIRCRAFT MAINTENANCE

Dialing Instructions:  
1) Use "AA" line  
2) Dial four digit #  
3) For ICS: dial 8 + 7-digit #

A/B/C Concourse	2013 / 4893 / 4933
D Concourse	3505 / 4932
E Concourse	2013 / 3107
Fueling (Dial 9 first)	305-871-8154

RAMP SERVICES / CABIN SERVICES / AIRCRAFT SERVICING

Dialing Instructions:  
1) Use "AA" line  
2) Dial four digit #  
3) For ICS: dial 8 + 7-digit #

Ramp Mgr on Duty / OPS	7973 / 8799
ZONES	
Concourse A	2849
Concourse C & Gates:	4419
D38, 40, 42, 44, 46, 48	4419
Gates: D31, 32, 33, 34, 36,	4187
43, 45, 47, 49, 51	4187
Concourse E	0582
Cabin Service Control	3371
Cabin Service Spvr	2918 / 3200
Cabin Service Hotline	817 or ICS 951-9932

2. Create a hierarchy that matches people's needs

BANKING

INVESTMENTS

INSURANCE

Credit Cards

Checking

Savings

CDs

Home Loans

Brokerage

401k Rollover

IRAs

Auto Insurance

Life Insurance

Here are the most valuable cards based on your credit card profile.

[Show Profile](#)

Filter Results

Reset

▼ APR

Balance Transfers: < 24.90%

Purchases: < 24.90%

Ongoing: < 24.90%

▼ Reward Type

- All BEST
- Miles \$2,443
- Points \$1,650
- Cash Back \$1,644
- None \$100

▼ Specialty

- All BEST
- Personal \$2,443
- Business \$2,355
- Student \$1,644

► Issuer

► Network

► Bonus Reward Card

Estimate my savings over

1 year 2 years

**3 years**

### Escape by Discover® Card



[See Details](#)

Intro APR		APR		Rewards	Your Three-Year Savings
BALANCE TRANSFERS	PURCHASES	ONGOING		MILES	<b>\$2,443</b> APPLY NOW ▶
6 mo	6 mo	variable		up to	
0.00%	0.00%	10.99% - 16.99%		2 per \$	

Purchases & Transfers

[Show Savings Calculations](#)

### Capital One® Venture™ Rewards Credit Card



[See Details](#)

Intro APR		APR		Rewards	Your Three-Year Savings
BALANCE TRANSFERS	PURCHASES	ONGOING		MILES	<b>\$2,445</b> APPLY NOW ▶
6 mo	6 mo	variable		up to	
0.00%	0.00%	10.99% - 16.99%		2 per \$	

Purchases & Transfers

2. Create a hierarchy that matches people's needs





I am leaving from

**NEWYORK** ✓

e.g. Miami, London, JFK

I can spend up to

**\$3000** per person



I want to go

**EARLY JUN** for **7 DAYS**



I want to explore

**ANYWHERE**

e.g. Chicago, Brazil, Europe

I am interested in (choose one or more)



SPA



ECO



OUTDOORS



ROMANCE



LUXURY



ENTERTAINMENT



BEACH



HISTORY



FOOD



POPULAR



FAMILY



SNOW

Wanderfly helps you discover new experiences

1200+ destinations • Thousands of activities • Flight & hotel booking

VOTE FOR US...

2011 WEBBY

PEOPLE'S VOICE AWARD

NOMINEE

GO

GET GOING



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Check out [Ulan Bator](#) for [History](#).

## 3. Limit distractions



**4. Provide strong information scent**

# Information Scent

- People do not like to guess (if they don't find what they thought they would find, they leave)
- Jared Spool (UI Expert) studied people navigating websites and found: finding information is like fox hunting prey, use links that communicate scent in a useful way
- Hard to show good examples of perfect usability- it's perfect for you in the moment - good design is invisible. Like air conditioning: you don't notice it unless you're wrong, no one complains about good design because we don't notice it when it's good
- Users are trained to look for links, they should look like links, they can't blend, they must be distinctive. "Mega-menus" are bad.




What is the best way to eat a Reese's? Candy, Food, and Reeses

What is the best way to help a friend who is suffering from an eating disorder? Health & Welln

Oreos: What is the best way to eat an Oreo? Eating, Food, and Oreos

 Jason Waye  
Answer Seeker

 Harry Waye

What is the best way for a friend, family member or doctor to get a loved one or friend to e

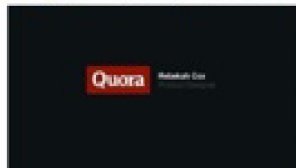
What's the best way to learn about good nutrition? Healthy Eating, Food, Health & Wellness, Preventiv

What are the best ways to find a new place to eat, especially in terms of wandering around

★ Search "What is the best way to eat a Reese's?"

✓ Andrew Kortina voted up a post by Rebekah Cox.

 [557](#) Design @ Quora (Web2.0 Expo Presentation)



Good Morning. My name is Rebekah Cox. I was the first employee at Quora and I'm currently one of four product designers there. Quora's a place for sharing your knowledge a... [\(more\)](#)

★ What is the worst piece of design ever done?

Answer added in topics [Product Design](#), [Web Design](#), [User Interfaces](#). 49

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[772](#) Anita Schillhorn

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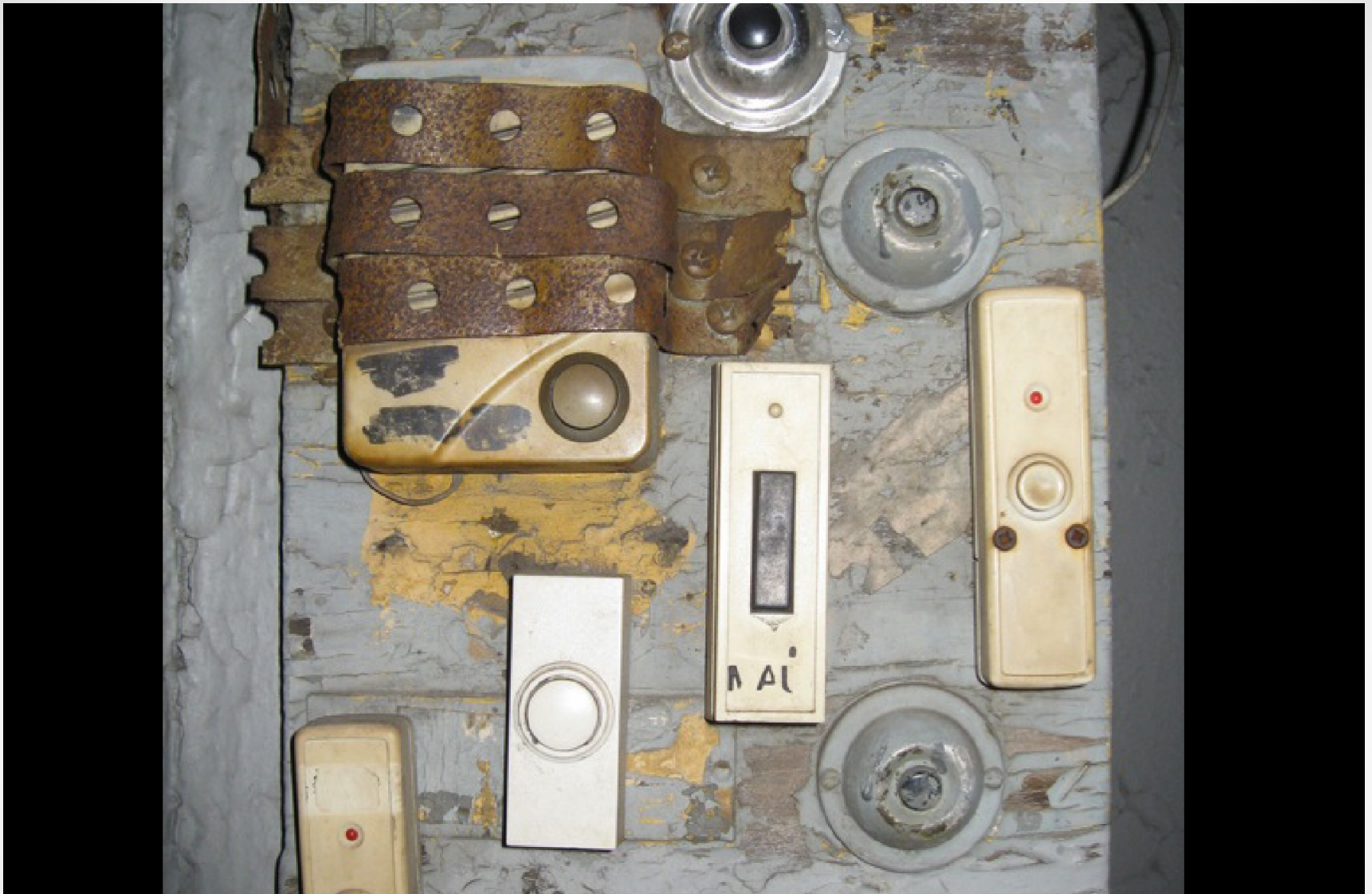
Alex Godin

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[View All 325](#)

[Follow All \(325\)](#)

 Plastic clamshell packaging.  
**4. Provide strong information scent**



**5. Provide signposts and cues**





**5. Provide signposts and cues**

Never let people get lost, they can get there an infinite number of ways, but make sure they get there.

Neiman Marcus FREE SHIPPING\* with your \$150 order & code FSAPR [ASSISTANCE](#) [YOUR ONLINE ACCOUNT](#) [SHOPPING BAG](#)  [GO](#)

[DESIGNERS](#) [INSITE](#) [APPAREL FOR HER](#) [CONTEMPORARY](#) [SHOES & HANDBAGS](#) **[JEWELRY & ACCESSORIES](#)** [BEAUTY](#) [MEN'S SHOP](#) [NM KIDS](#) [HOME](#) [GIFTS](#) [SALE](#)

JEWELRY & ACCESSORIES: JEWELRY: RINGS

**DESIGNERS**

**MOTHER'S DAY GIFTS**

**JEWELRY BY PERSONALITY**

**NEW ARRIVALS**

**JEWELRY**  
EARRINGS  
NECKLACES  
BRACELETS  
**RINGS**  
Diamonds  
Gold & Silver  
Gemstones  
Pearls  
Precious Jewelry  
Statement Rings

**FASHION**  
WATCHES

**PRECIOUS JEWELRY**

**SUNGLASS SHOP**

**ACCESSORIES**

**WHAT'S NEW**

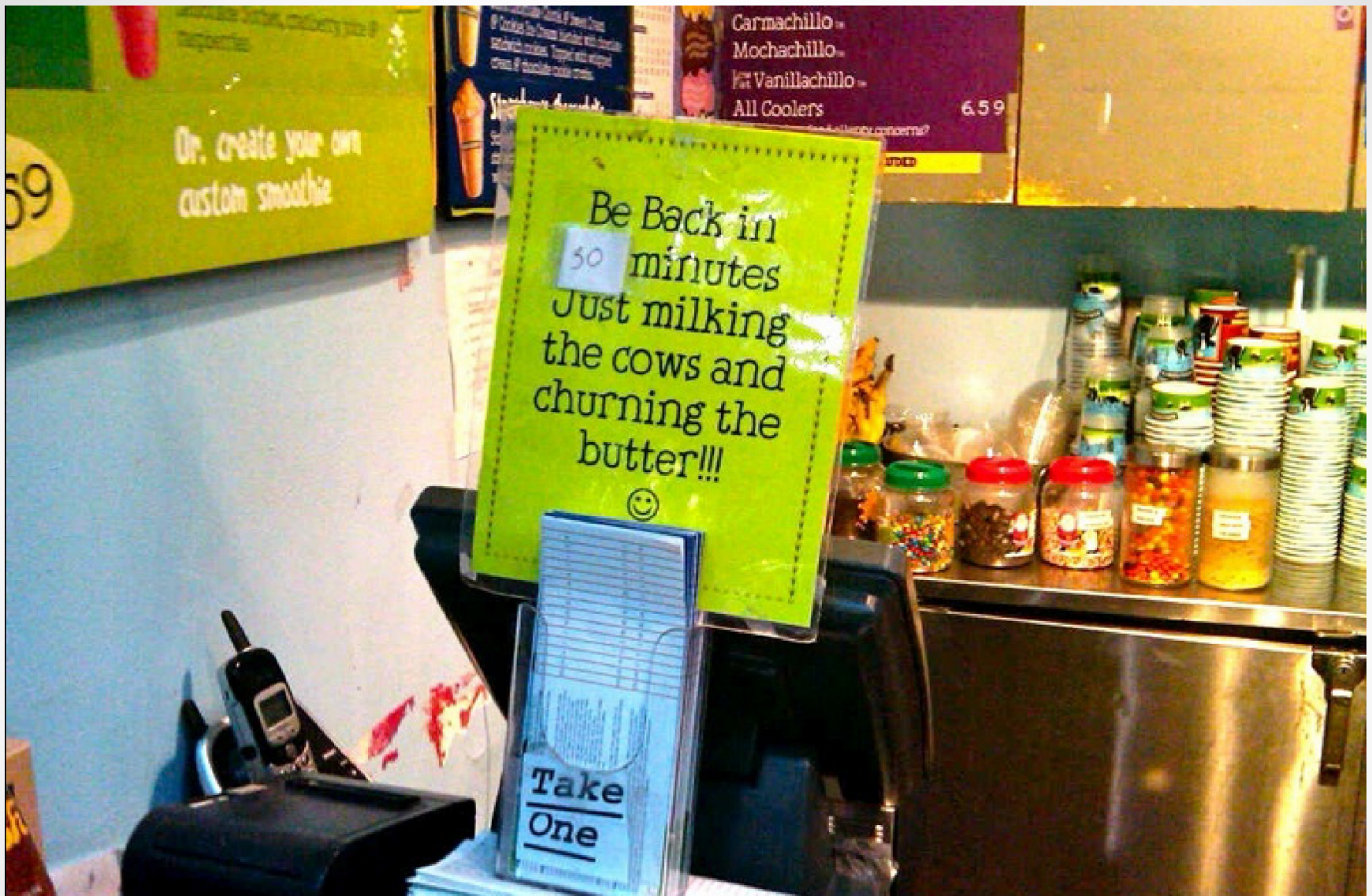
**NM CATALOGS**

**RINGS** [ALL RINGS](#)

Diamonds Gold & Silver Gemstones

5. Provide signposts and cues





## 6. Provide context



[View Nearby Properties](#)

# Lovely Studio near TRASTEVERE ☆

Apartment - Entire home/apt · Via Giuseppe Ravizza, Rome, Lazio 00149, Italy

19 reviews

Photos Maps Calendar



From

**\$96**

Per Night

Check in

mm/dd/yyyy

Check out

mm/dd/yyyy

Guests

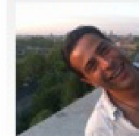
1

Subtotal

Instant Book

David P

[more info](#)



Response Rate: 100%

Contact Me

## My Other Listings

1 room



Same Location

\$110/night  
Entire home/apt

Description Amenities House Rules

\*\*Selected as the only host in Rome with the "instant booking" feature

\*\*Selected as one of the best Airbnb apt in Rome

Can accommodate up to 4 people

Walking distance to TRASTEVERE STATION where the train from/to FIUMICINO AIRPORT stops.

5 WINDOWS: 2 IN THE BATROOM; 1 IN THE KITCHEN; 2 IN

THE ROOM

HIGH CEILINGS: 3 meters

## Details

Room Type:	Entire home/apt
Bed Type:	Real Bed
Accommodates:	4
Bathrooms:	1
Extra People:	\$22 / night after the first guest

Minimum Stay: 2 nights

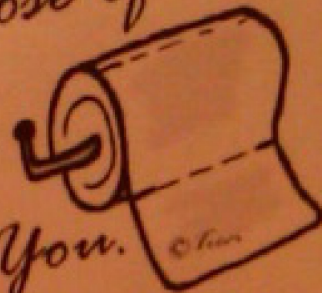
## Similar Listings



3.2km away  
\$74/night

# 6. Provide context

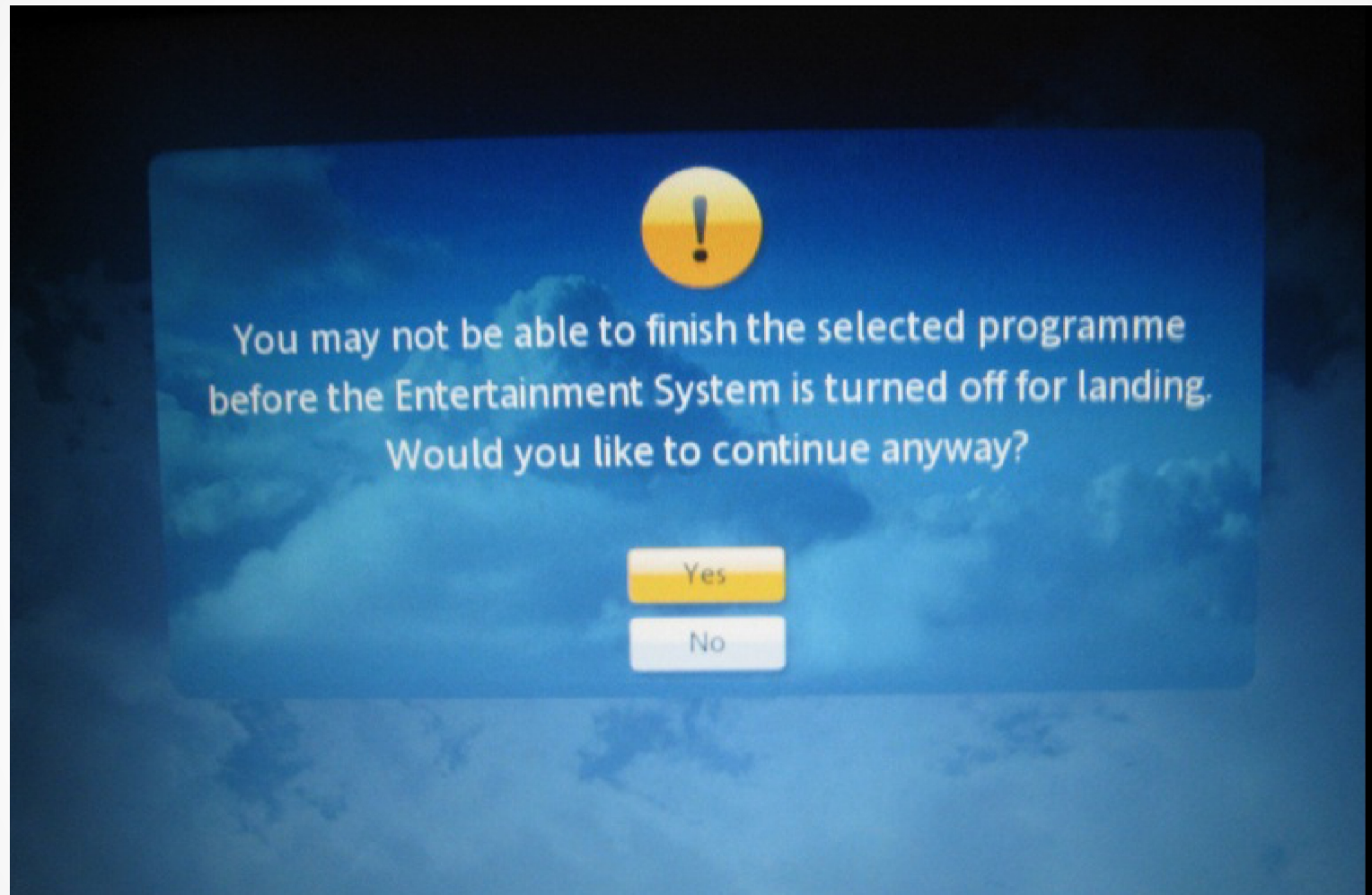
Please do not dispose of  
toilet paper in  
the toilet. Thank You.



**7. Use constraints appropriately**



Preventing error is better than recovering from it



**7. Use constraints appropriately**



## 8. Make actions reversible

# Make mistakes easily fixable. Undo is critical in web apps.



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Saturday, April 30, 2011 | 3:56AM

**"Finish AEA presentation" completed. [Undo?](#)**

[Show search options](#)

**Inbox** | **At Home** | **Calls** | **Errands** | **Online** | **P&P** | **UX Stuff** | **Wet Pavement** | **Sent**

**Complete** | **Postpone** | **More Actions...** | **Sort by...**

Select: [All](#), [Due Today](#), [Due Tomorrow](#), [Overdue](#), [None](#)

[Add a new task](#)

- Startup terms and how they relate to UX - minimum viable product, customer development, etc
- Review W2E submissions 05/07/11
- Highcharts.com -JS ipad compatible
- Look up Bloomfire** Today
- TweetNote - app that Jonas showed me** Today
- Contact Evan Korth 05/07/11
- "How to be a "designer" designer" - being prada not the gap
- Book: Ask. Listen. Think. Do. Repeat arrow
- Brown bag lunches to chat UX? Ohours with multiple ppl

**List** | **Share** | **Publish**

**UX Stuff** (13 tasks)

2 due today  
0 due tomorrow  
0 overdue  
[157 completed](#)

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[Atom](#)

at home calls errands inbox online p&p  
sent **ux stuff** wet pavement

**Key**

Priorities:  
**1** **2** **3** No

Due today: **bold**  
Overdue: underline

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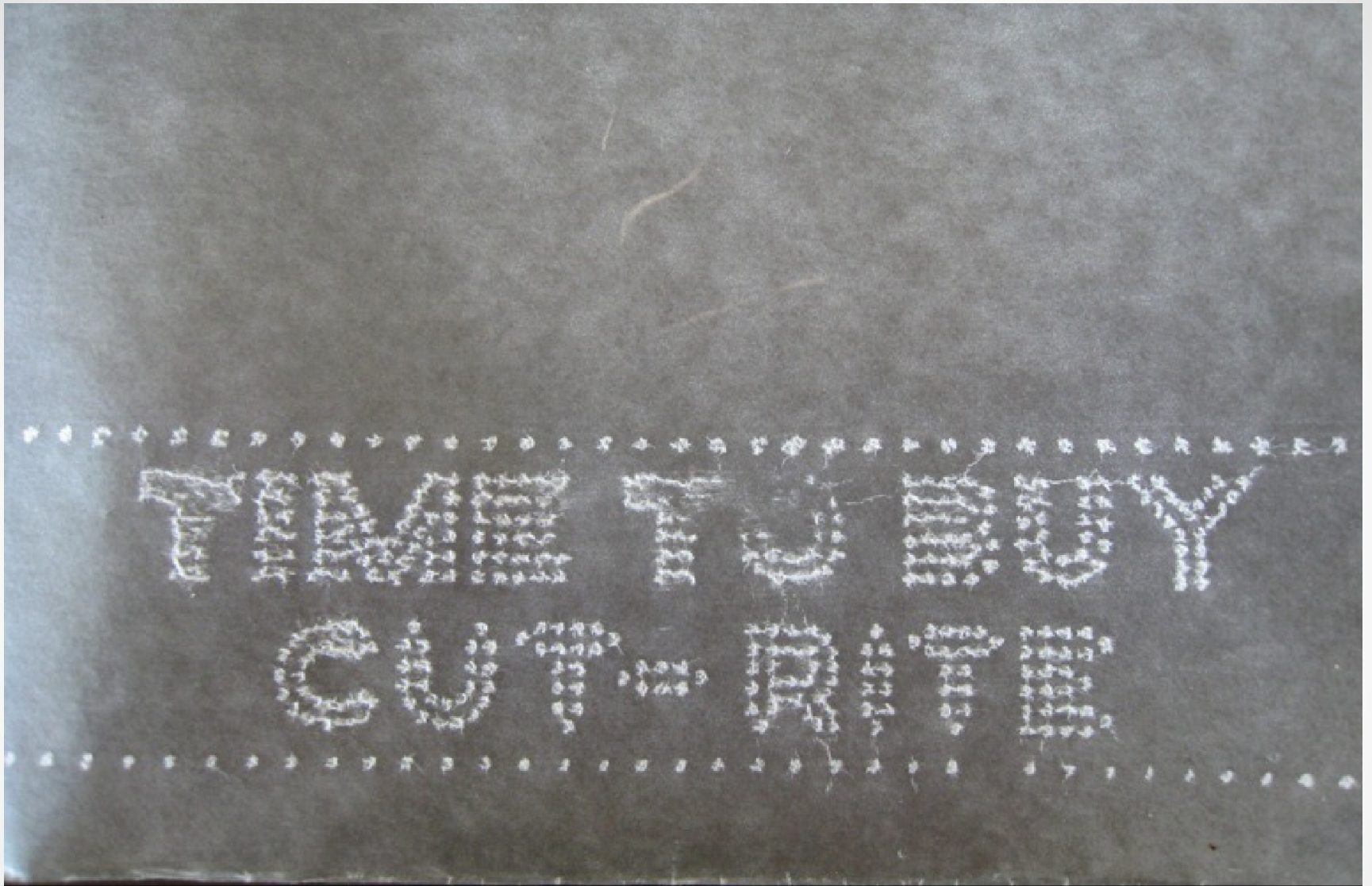
Saturday, April 30, 2011

**"Finish AEA presentation" uncompleted. [Undo OK.](#)**


[Show sea](#)

## 8. Make actions reversible





## 9. Provide feedback

 Loading...

Tip #5: Hide the flights you're not interested in.

- filter by time ✓
- Show all
  - No early morning departures
  - No morning departures**
  - Only morning arrivals
  - Only red-eyes
  - Hide red-eyes

## 9. Provide feedback

A photograph of a Comcast sign at night. The sign is illuminated and displays the Comcast logo and customer service hours. In the foreground, a teal utility pole has two white handrails. Two vertical signs are attached to the pole, one on each side, which are mirror images of the Comcast logo and hours. Red arrows point from the sign to the mirrored signs on the pole.

**comcast.**

**Customer Service Hours**

Mon - Fri 9:00 am - 6:00 pm  
11:00am every 3rd Thurs

Saturday 9:00am - 4:00pm

Closed Sunday

**10. Make a good first impression**



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### REGGIE WATTS: IMPROVISED DECONSTRUCTION

by Ronen V 9 hours ago

Second Weekly Video! Mailing Lists and More Awesome:  
<http://REGGIEWATTS.com> <http://RONENV.com> Camera+light by Noa Griffel (<http://alphabettown.tumblr.com>) Produced...

♥ 64 likes



### Egypt: After The Revolution

by Marty Stalker 24 days ago

Documentary shot on the Canon 5D Mark II with Zeiss Compact Prime  
Lenses in Egypt after the revolution in March 2011. Pyramid time lapse

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### New Version of the iPhone app

Greetings iPhone users! To start your week off right we have just released a new version of the Vimeo iPhone App. Version 1.0.2 is available right now...



by Andrew Pile 4 days ago

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10. Make a good first impression